



# International Trade Administration Industry and Analysis National Travel and Tourism Office

## FAST FACTS: UNITED STATES TRAVEL AND TOURISM INDUSTRY —2015—

### Industry

- 2.6% of GDP
- 7.6 million jobs
  - 5.4 million direct; 2.2 million indirect
  - 1.2 million total jobs supported by international visitor spending in the United States
- \$1.6 trillion in travel & tourism total sales
  - \$905.9 billion direct; \$657.5 billion indirect

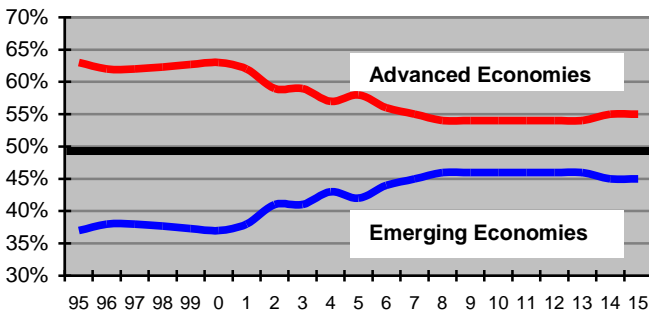
### Trade

- \$246.2 billion international spending in United States
- \$97.9 billion surplus
- Travel and tourism receipts: 33% of U.S. services exports
- Travel and tourism receipts: 11% of *all* U.S. exports

### Market Share

- Dominant 16.2% share of world traveler spending—well ahead of China and Spain
- 6.5% share of world travelers—2<sup>nd</sup> only to France
- Advanced economies were losing market share of global arrivals to emerging economies until 2009, especially to China, Hong Kong, Malaysia, Turkey, and Thailand. More recently the trend has stalled and even reversed.

### Share of Global Arrivals (1995-2015)



Source: United Nations World Tourism Organization (July 2016)

### Spending to and within the U.S. (2015)

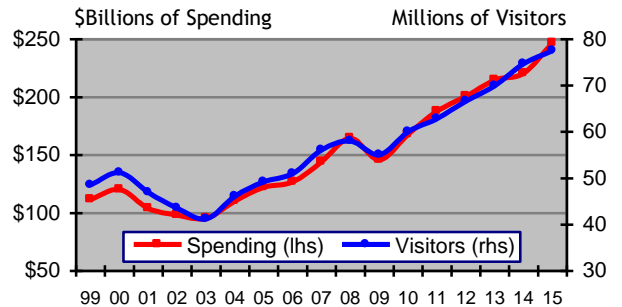
Total \$246.2 billion

### 2015 Travel Exports (for all purposes including education) by Country\*

1 China*	\$30.1 billion	6 Brazil*	\$14.6 billion
2 Canada*	\$22.6 billion	7 India*	\$11.8 billion
3 Mexico*	\$19.7 billion	8 Australia *	\$9.2 billion
4 Japan*	\$16.9 billion	9 Germany*	\$8.9 billion
5 U.K.*	\$16.1 billion	10 S. Korea*	\$8.1 billion

\* Estimate used until passenger fares data are available (October 2016)

### U.S. Spending and Visitors (1999-2015)



### Visitors to the U.S. (2015)

Total	77.5 million		
1 Canada	20.7 million	6 Germany	2.3 million
2 Mexico	18.4 million	7 Brazil	2.2 million
3 U.K.	4.9 million	8 S. Korea	1.8 million
4 Japan	3.8 million	9 France	1.8 million
5 China	2.6 million	10 Australia	1.5 million

Sources: U.S. Department of Commerce, International Trade Administration, Industry & Analysis, National Travel and Tourism Office; U.S. Department of Commerce, Bureau of Economic Analysis; Statistics Canada; Banco de Mexico; U.N. World Tourism Organization.

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